

**WHAT IS CLAIMED IS:**

1. A terminal having private content stored in a memory, the terminal comprising:
  - at least one smart card having IMSI information, or an MSISDN/IMSI combination, that uniquely identifies the card; and
  - a security function that associates the private contents stored in the terminal memory with the IMSI or MSISDN/IMSI combination on the smart card to grant access to the private content only to the authorized smart card.
2. The terminal of claim 1, wherein the terminal comprises a mobile telephone.
3. The terminal of claim 1, wherein the terminal comprises a communicator.
4. The terminal of claim 1, wherein the smart card comprises a SIM.
5. The terminal of claim 1, wherein the terminal further comprises IMSI/MSISDN associated with the private content, whereby the security function denies access to the private content to a smart card having unauthorized IMSI/MSISDN and grants access to the private content to a smart card having authorized IMSI/MSISDN.
6. The terminal of claim 5, wherein the private content comprises discreet items, and the private content IMSI/MSISDN is associated with each discreet item.
7. The terminal of claim 5, wherein the private content comprises at least one group of contact information, and the private content IMSI/MSISDN is associated with each group.
8. The terminal of claim 1, wherein the terminal comprises a GSM terminal.

9. A method for controlling access to private content stored in a GSM/SIM mobile terminal, the method comprising the steps of:
- providing the private content with IMSI/MSISDN information;
  - associating the private content IMSI/MSISDN with the IMSI/MSISDN of a SIM;
  - comparing the IMSI/MSISDN of the private content with the IMSI/MSISDN of the SIM;
  - denying access to the private content when the comparison result is negative; and
  - granting access to the private content when the comparison result is positive.
10. The method of claim 9, wherein the private content comprises discreet items, and the private content IMSI/MSISDN is provided to each discreet item.
11. The method of claim 9, wherein the private content comprises at least one group of contact information, and the private content IMSI/MSISDN is provided to each group.
12. The method of claim 9, wherein the terminal comprises a mobile telephone.
13. The method of claim 9, wherein the terminal comprises a communicator.
14. The method of claim 9, wherein the SIM comprises a smartcard.

15. A system for preventing unauthorized access to private content stored in the internal memory of a mobile terminal, the system comprising:

mobile equipment that accesses a wireless network by radio transmission and reception using 3GPP protocols, wherein the mobile equipment comprises private content stored on the internal memory of the mobile equipment, and further wherein the private content, or a pre-determined portion thereof, is associated with IMSI and MSISDN information unique to an owner of the private content or the pre-defined portion of the private content; and

at least one SIM containing subscriber information and service or application profiles, wherein the SIM identifies the subscriber by IMSI and MSISDN information stored on the SIM;

wherein access to all or to the pre-defined portion of the private content occurs only when the IMSI/MSISDN information of the SIM correlates to the IMSI/MSISDN information of the private content, or of the pre-defined portion of the private content, stored in the memory of the mobile equipment.

16. The system of claim 15, wherein the private content comprises one or more discreet items, and an IMSI/MSISDN number is associated with each discreet item.

17. The system of claim 16, wherein the private content comprises one or more of the following items: (a) one or more ring tones, (b) one or more games, (c) one or more images, (d) one or more video files, or (d) one or more audio files.

18. The system of claim 15, wherein the private content comprises at least one group of contact information, and an IMSI/MSISDN is associated with each group.

19. The system of claim 18, wherein the private content comprises one or more of the following groups of contact information: (a) push-to-talk, (b) instant text messaging, (c) instant voice messaging, (d) buddy list, (e) email addresses, or (f) phone numbers.

20. The system of claim 15, wherein the mobile equipment comprises a telephone.